

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 07032 291059Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----123743 291216Z /44
R 291049Z JUN 77
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO SECSTATE WASHDC 0569

UNCLAS BRUSSELS 07032

E.O. 11652, NA
TAGS: BEXP, BE
SUBJECT: IN-STORE PROMOTION SARMA, JAN.-MAY 1978

REF: BRUSSELS 2236

FOR CHARLES JOHNSON OIM

POST WILL SEND YOU LETTER OF INTENT AND OUTLINE OF PLANNED
PURCHASES FROM DE VLEESCHOUWER, INTERNATIONAL TRADE
MANAGER AT SARMA-PENNEY LTD. IN BRUSSELS FOR INSTORE
PROMOTION OF BEDSHEETS, TOWELS, LINGERIE AND NIGHT WEAR
AND LAWNMOWERS AS MAJOR CATEGORIES WITH SOME
INCREMENTAL PURCHASES ALSO IN SPORTSWEAR, BATHROOM SETS,
KITCHEN GADGETS, CLOSET ACCESSORIES ETC..

ACTION REQUESTED
ACCORDING TO AN INFORMAL LETTER FROM DE VLEESCHOUWER,
TOTAL INCREMENTAL PURCHASES (FOB COST TO SARMA) WILL RUN
TO \$473,660. THEY EXPECT TO BE ELIGIBLE FOR THE MAXIMUM
CONTRIBUTION OF USDOC TOWARD PROMOTION COSTS.--I.E.,
\$25,000.

PLEASE CONFIRM THAT THIS SUM WILL BE AVAILABLE TO THEM
AND, WHEN THEY ARRIVE, PLEASE CONFIRM THAT LETTER OF
INTENT AND THEIR PLANS COMPLY WITH USDOC'S GUIDELINES.
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PAGE 02 BRUSSE 07032 291059Z

CHAMBERS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 29-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BRUSSE07032
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770232-0019
Format: TEL
From: BRUSSELS
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t1977069/aaaaahdx.tel
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: c99ab784-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: 77 BRUSSELS 2236
Retention: 0
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Review Content Flags:
Review Date: 18-Oct-2004 12:00:00 am
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SAS ID: 2272703
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION SARMA, JAN.-MAY 1978
TAGS: BEXP, BE
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